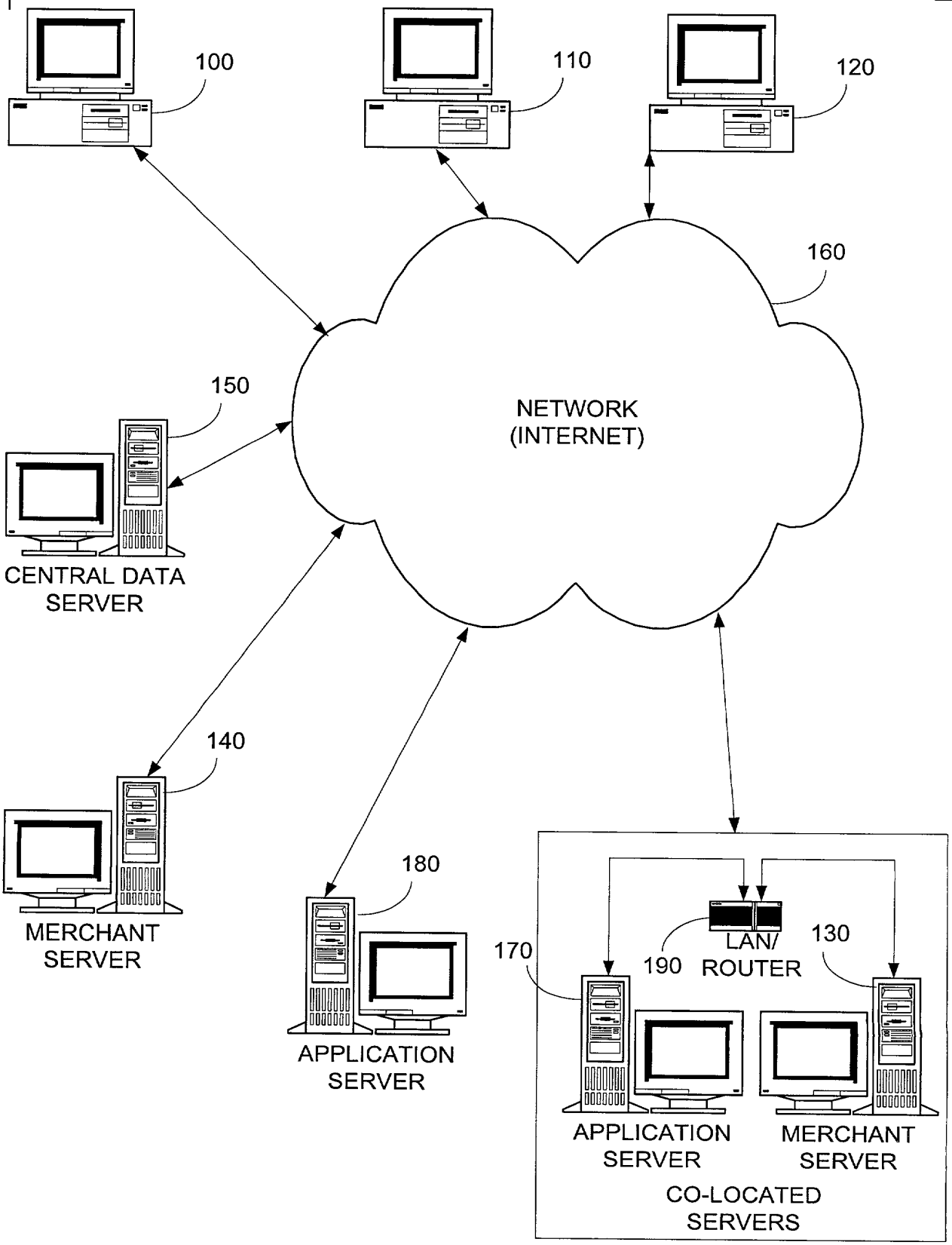
100
110
120
160
NETWORK
(INTERNET)
150
CENTRAL DATA
SERVER
140
MERCHANT
SERVER
180
APPLICATION
SERVER
170
190
LAN/
ROUTER
130
APPLICATION
SERVER
MERCHANT
SERVER
CO-LOCATED
SERVERS

FIG. 1

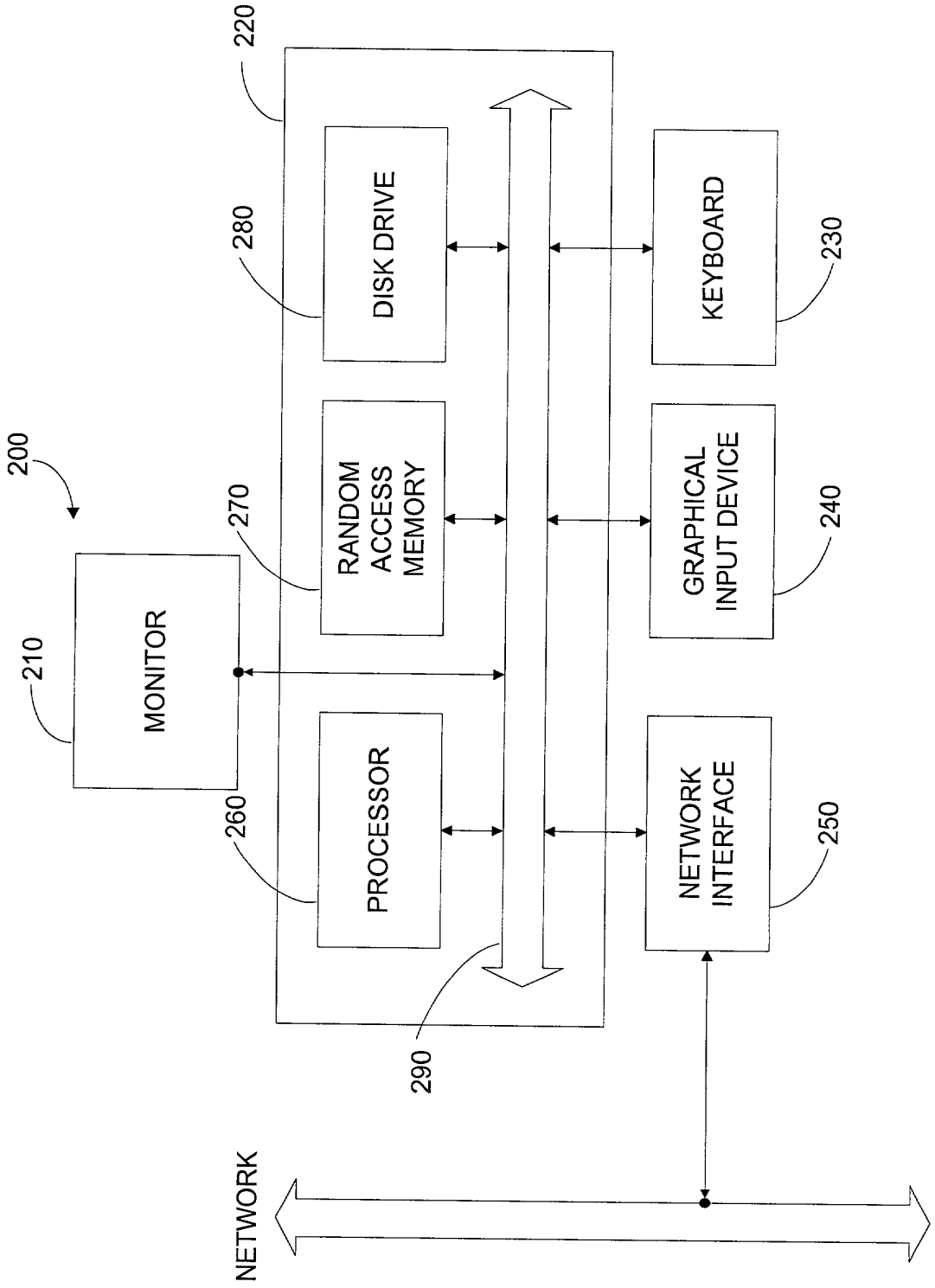
200
MONITOR
210
220
DISK DRIVE
280
KEYBOARD
230
RANDOM ACCESS MEMORY
270
GRAPHICAL INPUT DEVICE
240
PROCESSOR
260
NETWORK INTERFACE
250
290
NETWORK

FIG. 2

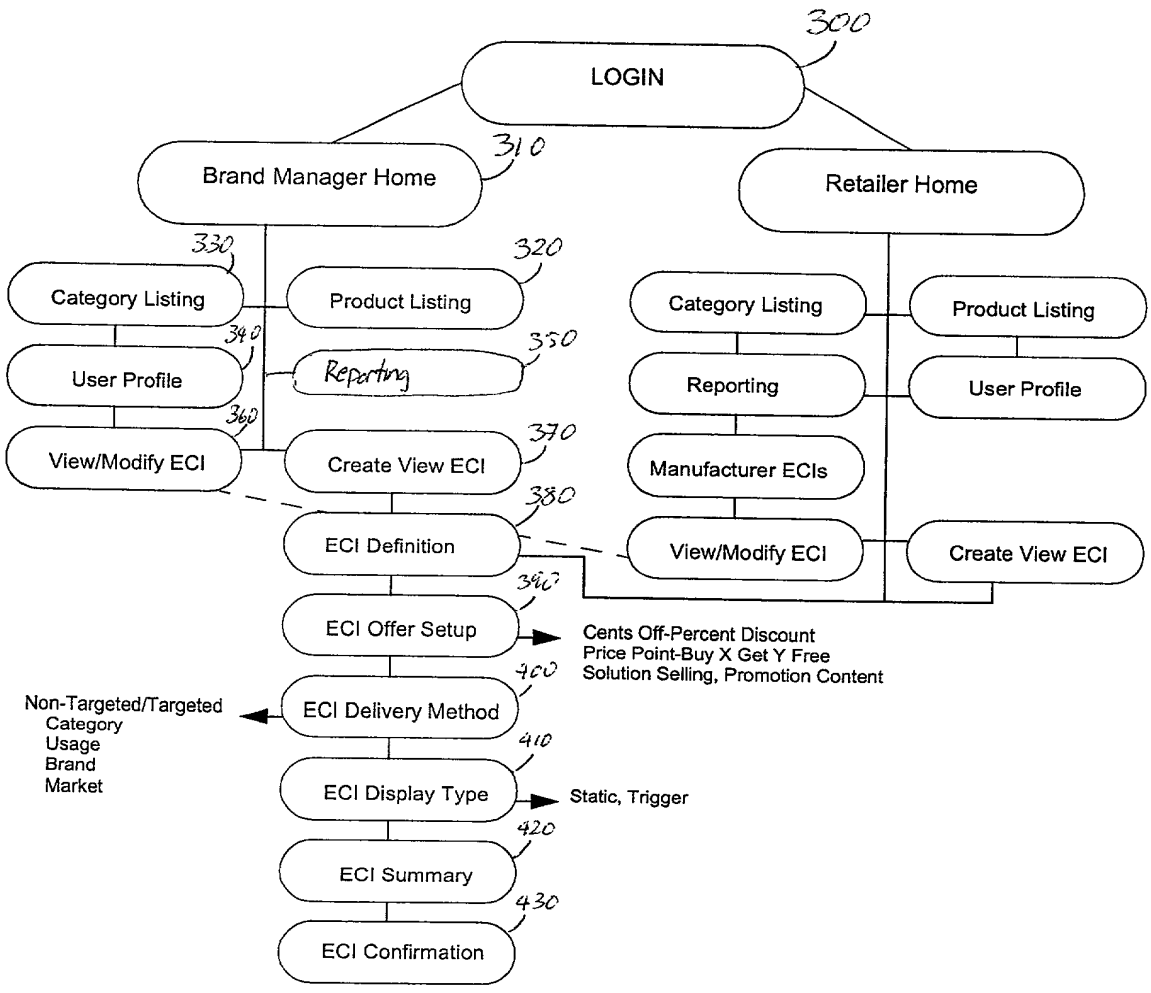
InformLink Web Portal Architecture
300
LOGIN
310
Brand Manager Home
Retailer Home
330
Category Listing
320
Product Listing
340
User Profile
350
Reporting
360
View/Modify ECI
370
Create View ECI
380
ECI Definition
390
ECI Offer Setup
Cents Off-Percent Discount
Price Point-Buy X Get Y Free
Solution Selling, Promotion Content
400
ECI Delivery Method
Non-Targeted/Targeted
Category
Usage
Brand
Market
410
ECI Display Type
Static, Trigger
420
ECI Summary
430
ECI Confirmation
Category Listing
Product Listing
Reporting
User Profile
Manufacturer ECIs
View/Modify ECI
Create View ECI

FIG. 3

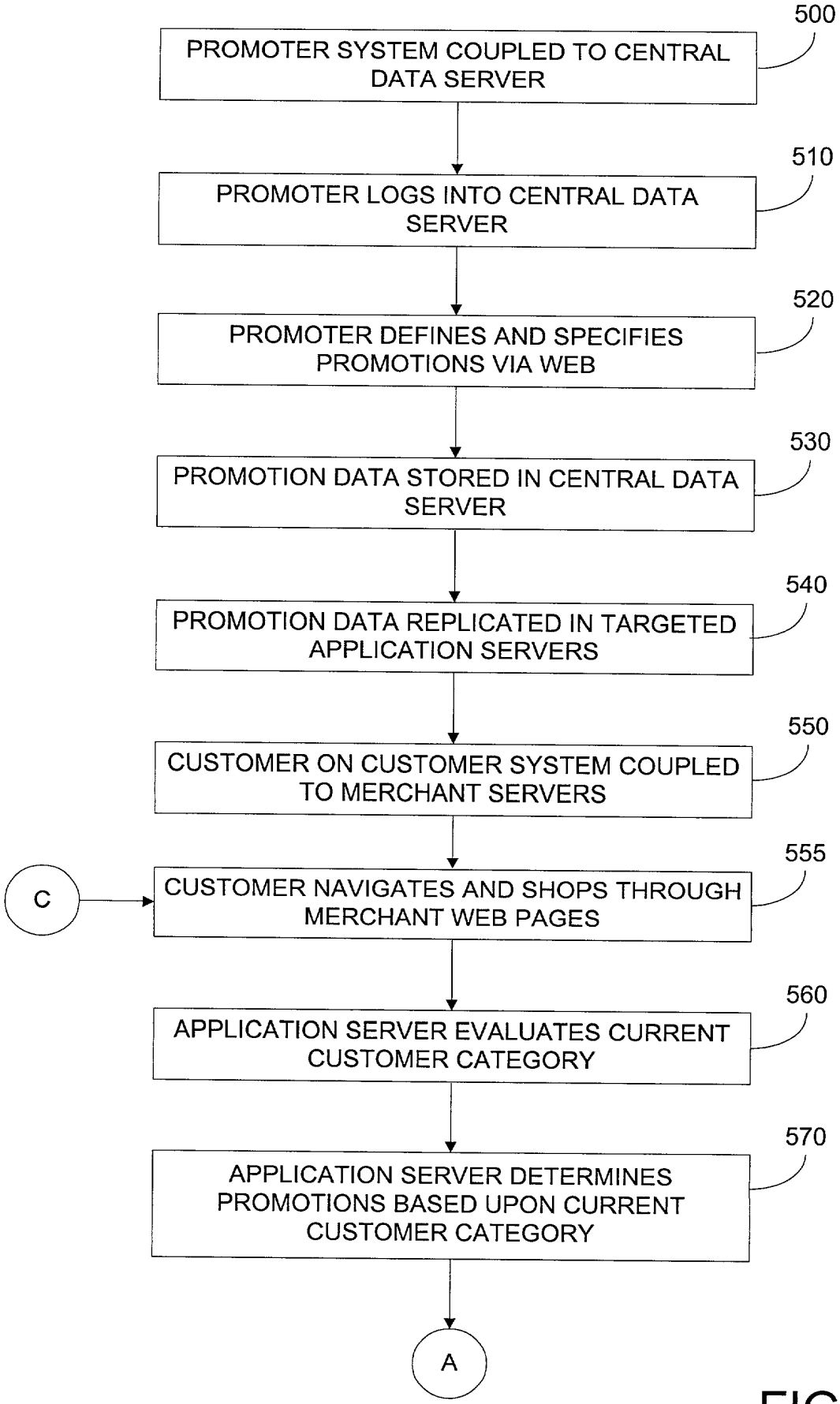
500
PROMOTER SYSTEM COUPLED TO CENTRAL DATA SERVER
510
PROMOTER LOGS INTO CENTRAL DATA SERVER
520
PROMOTER DEFINES AND SPECIFIES PROMOTIONS VIA WEB
530
PROMOTION DATA STORED IN CENTRAL DATA SERVER
540
PROMOTION DATA REPLICATED IN TARGETED APPLICATION SERVERS
550
CUSTOMER ON CUSTOMER SYSTEM COUPLED TO MERCHANT SERVERS
C
555
CUSTOMER NAVIGATES AND SHOPS THROUGH MERCHANT WEB PAGES
560
APPLICATION SERVER EVALUATES CURRENT CUSTOMER CATEGORY
570
APPLICATION SERVER DETERMINES PROMOTIONS BASED UPON CURRENT CUSTOMER CATEGORY
A

FIG. 4A

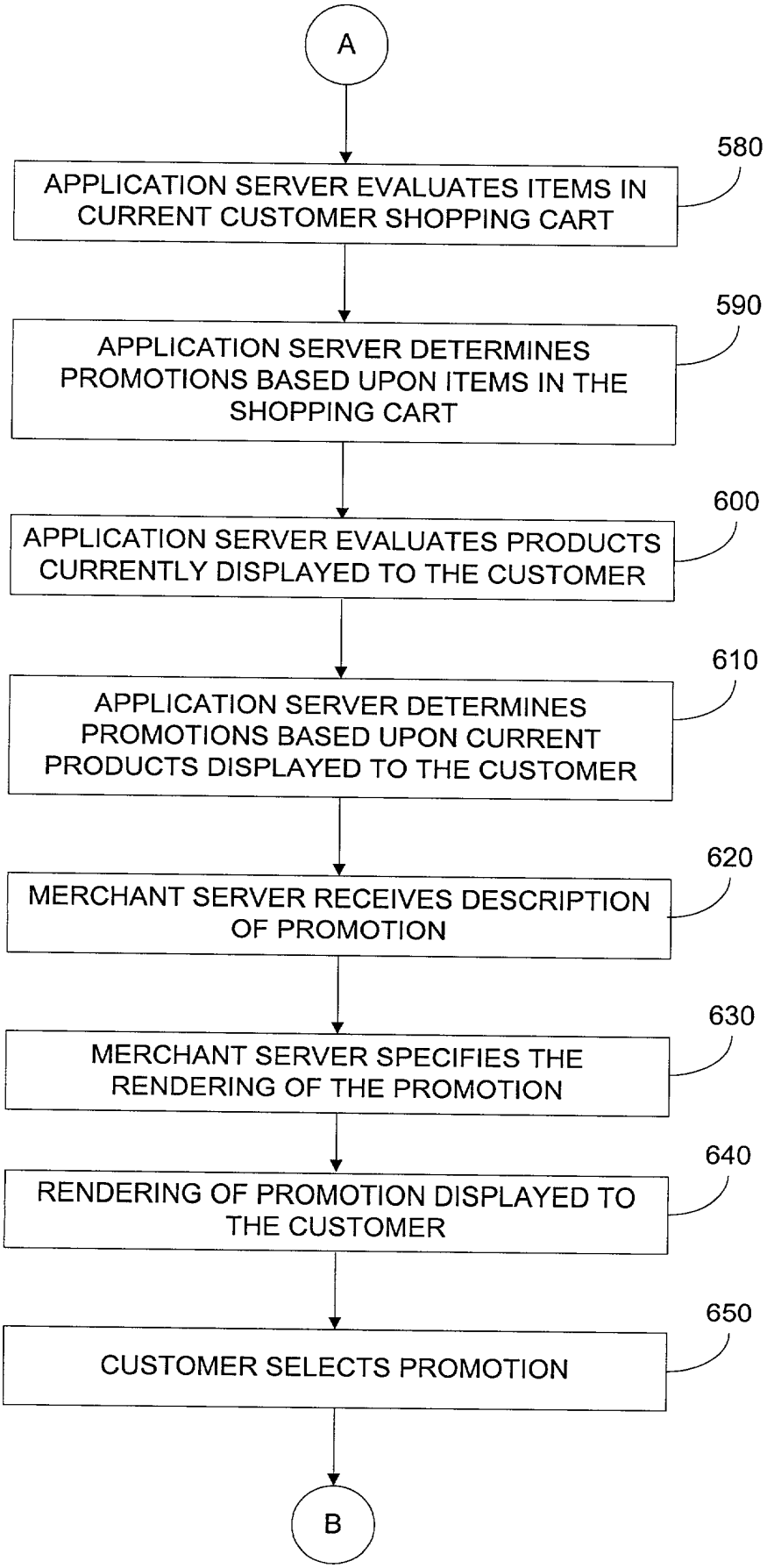
A
APPLICATION SERVER EVALUATES ITEMS IN CURRENT CUSTOMER SHOPPING CART
580
APPLICATION SERVER DETERMINES PROMOTIONS BASED UPON ITEMS IN THE SHOPPING CART
590
APPLICATION SERVER EVALUATES PRODUCTS CURRENTLY DISPLAYED TO THE CUSTOMER
600
APPLICATION SERVER DETERMINES PROMOTIONS BASED UPON CURRENT PRODUCTS DISPLAYED TO THE CUSTOMER
610
MERCHANT SERVER RECEIVES DESCRIPTION OF PROMOTION
620
MERCHANT SERVER SPECIFIES THE RENDERING OF THE PROMOTION
630
RENDERING OF PROMOTION DISPLAYED TO THE CUSTOMER
640
CUSTOMER SELECTS PROMOTION
650
B

FIG. 4B

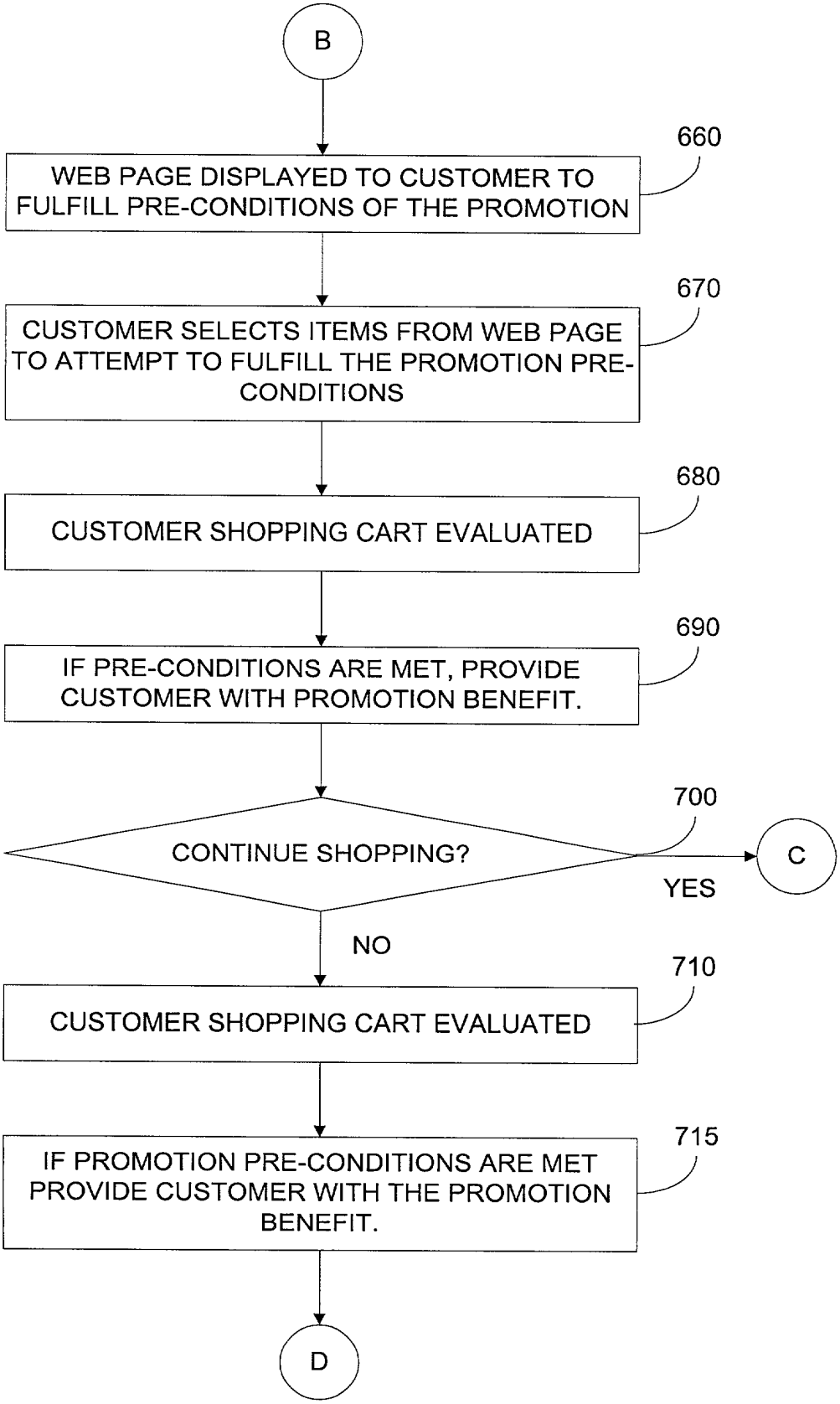
B
660
WEB PAGE DISPLAYED TO CUSTOMER TO FULFILL PRE-CONDITIONS OF THE PROMOTION
670
CUSTOMER SELECTS ITEMS FROM WEB PAGE TO ATTEMPT TO FULFILL THE PROMOTION PRE-CONDITIONS
680
CUSTOMER SHOPPING CART EVALUATED
690
IF PRE-CONDITIONS ARE MET, PROVIDE CUSTOMER WITH PROMOTION BENEFIT.
700
CONTINUE SHOPPING?
YES
C
NO
710
CUSTOMER SHOPPING CART EVALUATED
715
IF PROMOTION PRE-CONDITIONS ARE MET PROVIDE CUSTOMER WITH THE PROMOTION BENEFIT.
D

FIG. 4C

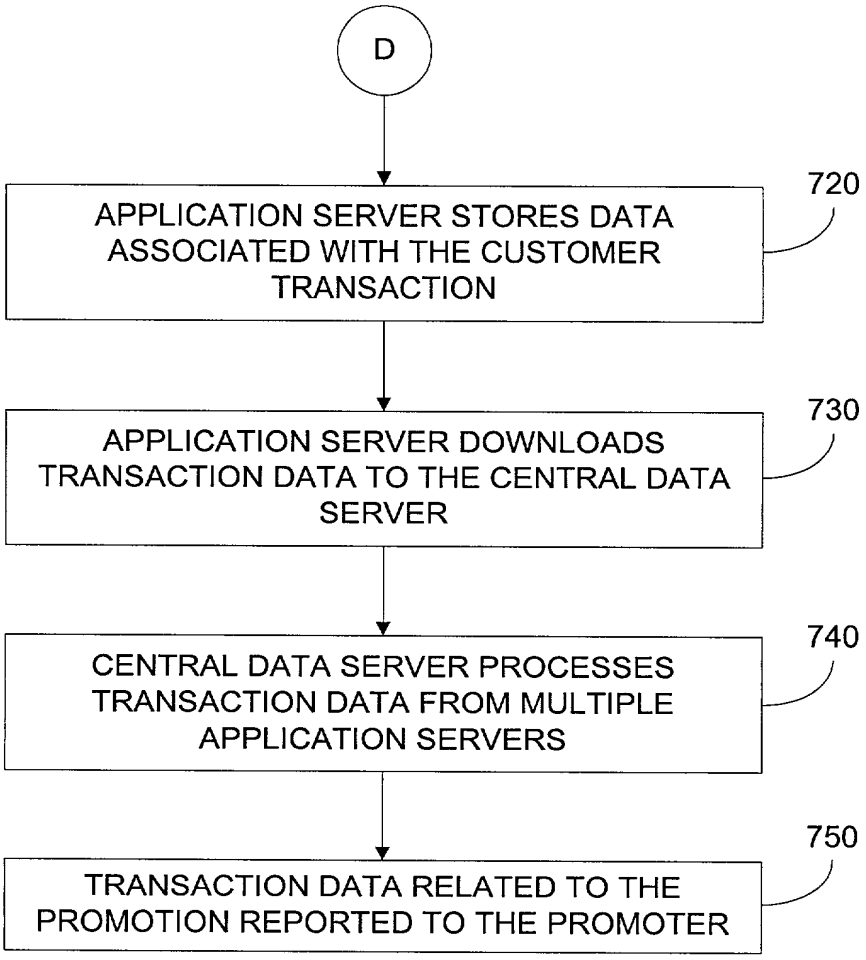
D
APPLICATION SERVER STORES DATA ASSOCIATED WITH THE CUSTOMER TRANSACTION
720
APPLICATION SERVER DOWNLOADS TRANSACTION DATA TO THE CENTRAL DATA SERVER
730
CENTRAL DATA SERVER PROCESSES TRANSACTION DATA FROM MULTIPLE APPLICATION SERVERS
740
TRANSACTION DATA RELATED TO THE PROMOTION REPORTED TO THE PROMOTER
750

FIG. 4D